

Rep Order#	6832085	Ver#	1	Mod#	0	Status	Confirmed	Traffic Order#	104408	Printed:	07/18/2012 10:34 AM	1 of 6
EC'd	Yes									Last Received:	07/12/2012 4:05 PM	
Showing Buylines: All Lines												

Station	KSNV-TV LAS VEGAS, NV.	Agency	() STRATEGIC MEDIA SVCS	Rep Firm	
Advertiser	() HELLER FOR SENATE		3299 K STREET NW SUITE #200	Sales Office	() PHILADELPHIA
Product	HELLER FOR SENATE		WASHINGTON, DC 20007	Salesperson	() AMY MCCREARY
Estimate#		Agency C/P1/P2/E			
Buyer	NEIL WILLIAMS	Flight Dates	10/24/2012 - 10/30/2012	Salesperson Phone#	215-568-6540
Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845
Fax#					

— CONTRACT COMMENT —

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-TU	5A-6A	NEWS	:30	\$300.00	10/29-10/30	2	1	2	\$600.00	
		Buyline Comment: NEWS										
	2	W,F	5A-6A	NEWS	:30	\$300.00	10/24-10/26	2	1	2	\$600.00	
		Buyline Comment: NEWS										
	3	W,F	6A-7A	NEWS	:30	\$700.00	10/24-10/26	3	1	3	\$2,100.00	
		Buyline Comment: NEWS										
	4	M-TU	6A-7A	NEWS	:30	\$700.00	10/29-10/30	2	1	2	\$1,400.00	
		Buyline Comment: NEWS										
	5	M-TU	7A-9A		:30	\$600.00	10/29-10/30	4	1	4	\$2,400.00	
		Buyline Comment: TODAY										
	6	W	7A-9A		:30	\$600.00	10/24-10/24	2	1	2	\$1,200.00	
		Buyline Comment: TODAY										
	7	TH-F	7A-9A		:30	\$600.00	10/25-10/26	2	1	2	\$1,200.00	
		Buyline Comment: TODAY										
	8	W,F	9A-10A		:30	\$275.00	10/24-10/26	2	1	2	\$550.00	
		Buyline Comment: TODAY II										
	9	M-TU	9A-10A		:30	\$275.00	10/29-10/30	2	1	2	\$550.00	
		Buyline Comment: TODAY II										
	10	M	10A-11A		:30	\$225.00	10/29-10/29	1	1	1	\$225.00	
		Buyline Comment: TODAY III										

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () HELLER FOR SENATE
 Product HELLER FOR SENATE
 Estimate# NEIL WILLIAMS
 Buyer
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 Fax#
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 3299 K STREET NW SUITE #200
 WASHINGTON, DC 20007
 Agency C/P1/P2/E
 Flight Dates 10/24/2012 - 10/30/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	W-F	10A-11A	Today III	:30	\$225.00	10/24-10/26	3	1	3	\$675.00	
				Buyline Comment: TODAY III								
	12	TH-F	11A-12P	RR	:30	\$225.00	10/25-10/26	2	1	2	\$450.00	
				Buyline Comment: RR								
	13	M-TU	11A-12P	RR	:30	\$225.00	10/29-10/30	2	1	2	\$450.00	
				Buyline Comment: RR								
	14	M-TU	12P-1230P	NEWS	:30	\$275.00	10/29-10/30	2	1	2	\$550.00	
				Buyline Comment: NEWS								
	15	W-F	12P-1230P	NEWS	:30	\$275.00	10/24-10/26	2	1	2	\$550.00	
				Buyline Comment: NEWS								
	16	W-F	1230P-1P	AGENDA	:30	\$225.00	10/24-10/26	3	1	3	\$675.00	
				Buyline Comment: AGENDA								
	17	TU	1230P-1P	AGENDA	:30	\$225.00	10/30-10/30	1	1	1	\$225.00	
				Buyline Comment: AGENDA								
	18	TU	1P-2P	DAYS	:30	\$275.00	10/30-10/30	1	1	1	\$275.00	
				Buyline Comment: DAYS								
	19	W-F	1P-2P	DAYS	:30	\$275.00	10/24-10/26	3	1	3	\$825.00	
				Buyline Comment: DAYS								
	20	W-F	2P-3P	DRS	:30	\$225.00	10/24-10/26	2	1	2	\$450.00	
				Buyline Comment: DRS								
	21	M-TU	2P-3P	DRS	:30	\$225.00	10/29-10/30	2	1	2	\$450.00	
				Buyline Comment: DRS								

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Printed: 07/18/2012 10:34 AM

Lines

Rep Firm
Sales Office (PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	M-TU	3P-4P	PHIL Buyline Comment: PHIL	:30	\$300.00	10/29-10/30	2	1	2	\$600.00	
	23	W-F	3P-4P	PHIL Buyline Comment: PHIL	:30	\$300.00	10/24-10/26	3	1	3	\$900.00	
	24	W-F	4P-430P	NEWS Buyline Comment: NEWS	:30	\$450.00	10/24-10/26	3	1	3	\$1,350.00	
	25	M-TU	4P-430P	NEWS Buyline Comment: NEWS	:30	\$450.00	10/29-10/30	2	1	2	\$900.00	
	26	M-TU	430P-5P	NEWS Buyline Comment: NEWS	:30	\$450.00	10/29-10/30	2	1	2	\$900.00	
	27	W-F	430P-5P	NEWS Buyline Comment: NEWS	:30	\$450.00	10/24-10/26	3	1	3	\$1,350.00	
	28	W-F	5P-630P	NEWS Buyline Comment: NEWS	:30	\$1,200.00	10/24-10/26	6	1	6	\$7,200.00	
	29	M-TU	5P-630P	NEWS Buyline Comment: NEWS	:30	\$1,200.00	10/29-10/30	4	1	4	\$4,800.00	
	30	M-TU	630P-7P	JEP Buyline Comment: JEP	:30	\$1,300.00	10/29-10/30	2	1	2	\$2,600.00	
	31	W-F	630P-7P	JEP Buyline Comment: JEP	:30	\$1,300.00	10/24-10/26	3	1	3	\$3,900.00	
	32	W-TH	7P-730P	WHEEL Buyline Comment: WHEEL	:30	\$1,300.00	10/24-10/25	2	1	2	\$2,600.00	

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Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	33	M-TU	7P-730P	WHEEL Buyline Comment: WHEEL	:30	\$1,300.00	10/29-10/30	2	1	2	\$2,600.00	
	34	M-TU	730P-8P	FACE Buyline Comment: FACE	:30	\$450.00	10/29-10/30	2	1	2	\$900.00	
	35	W-F	730P-8P	FACE Buyline Comment: FACE	:30	\$450.00	10/24-10/26	3	1	3	\$1,350.00	
	36	TH	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$775.00	10/25-10/25	1	1	1	\$775.00	
	37	M	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$775.00	10/29-10/29	1	1	1	\$775.00	
	38	M-TU	1135P-125A	TON SHOW Buyline Comment: TON SHOW	:30	\$275.00	10/29-10/30	2	1	2	\$550.00	
	39	W-F	1135P-125A	TON SHOW Buyline Comment: TON SHOW	:30	\$275.00	10/24-10/26	3	1	3	\$825.00	
	40	SA-SU	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$750.00	10/27-10/28	2	1	2	\$1,500.00	
	41	SA	6A-7A	NEWS Buyline Comment: NEWS	:30	\$225.00	10/27-10/27	1	1	1	\$225.00	
	42	SA	7A-9A	SAT TODAY Buyline Comment: SAT TODAY	:30	\$325.00	10/27-10/27	1	1	1	\$325.00	
	43	SA	9A-930A	NEWS Buyline Comment: NEWS	:30	\$300.00	10/27-10/27	1	1	1	\$300.00	

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 Product HELLER FOR SENATE
 Estimate#
 Buyer NEIL WILLIAMS
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 Fax#
 Agency () STRATEGIC MEDIA SVCS
 3299 K STREET NW SUITE #200
 WASHINGTON, DC 20007
 Agency C/P1/P2/E
 Flight Dates 10/24/2012 - 10/30/2012
 Hiatus Weeks
 Rep Firm
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 Salesperson Phone# 215-568-6540
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	SA	5P-630P	NEWS	:30	\$450.00	10/27-10/27	1	1	1	\$450.00	
	Buyline Comment: NEWS											
	45	SA	630P-730P	JEP/WHEEL	:30	\$375.00	10/27-10/27	1	1	1	\$375.00	
	Buyline Comment: JEP/WHEEL											
	46	SA	1130P-1A	SNL	:30	\$750.00	10/27-10/27	1	1	1	\$750.00	
	Buyline Comment: SNL											
	47	SU	6A-7A	NEWS	:30	\$350.00	10/28-10/28	1	1	1	\$350.00	
	Buyline Comment: NEWS											
	48	SU	7A-8A	SUN TODAY	:30	\$750.00	10/28-10/28	1	1	1	\$750.00	
	Buyline Comment: SUN TODAY											
	49	SU	8A-9A	MTP	:30	\$3,000.00	10/28-10/28	1	1	1	\$3,000.00	
	Buyline Comment: MTP											
	50	SU	9A-930A	NEWS	:30	\$250.00	10/28-10/28	1	1	1	\$250.00	
	Buyline Comment: NEWS											
	51	SU	930A-10A	CM	:30	\$375.00	10/28-10/28	1	1	1	\$375.00	
	Buyline Comment: CM											
	52	SU	515P-830P	SNFL	:30	\$8,000.00	10/28-10/28	1	1	1	\$8,000.00	
	Buyline Comment: SNFL											
	53	SU	1130P-12A	SPORTS NIGHT	:30	\$200.00	10/28-10/28	1	1	1	\$200.00	
	Buyline Comment: SPORTS NIGHT											

—REPORT TOTALS—

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () HELLER FOR SENATE
 Product HELLER FOR SENATE
 Estimate#
 Buyer NEIL WILLIAMS
 Phone#
 Fax#
 Report Totals: 106 / \$68,125.00

Agency () STRATEGIC MEDIA SVCS
 3299 K STREET NW SUITE #200
 WASHINGTON, DC 20007
 Agency C/P1/P2/E
 Flight Dates 10/24/2012 - 10/30/2012
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 Salesperson () AMY MCCREARY
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 Salesperson FAX# 215-568-1845

---SALES MONTHLY TOTALS---

Oct 12: 68 / \$46,375.00 Nov 12: 38 / \$21,750.00
 Sales Totals: 106 / \$68,125.00
 Station Totals: 106 / \$68,125.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$234,914	CATV	0%	KBLR	0%	KINC	0%	KLAS	26%	KSNV	23%
		KTNV	18%	KTUD	1%	KVCW	1%	KVMY	1%	KVVU	24%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES

Books NOV12
 Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE